

Mark Scheme

BTEC Level 3 Nationals Extended
Certificate, Diploma, Extended Diploma
in Marketing

Unit 2 Marketing Principles

Final

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General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if a learner's response is not worthy of credit, according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a learner's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the learner has replaced it with an alternative response.
- Phonetic spelling should be accepted.
- Responses that consider issues related to Covid-19/coronavirus should be rewarded when demonstrating understanding of marketing concepts and when focused on the question asked.

Specific marking guidance for levels-based mark schemes

- Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts: indicative content and levels-based descriptors.
- Indicative content reflects specific content-related points that learners might make.
- Levels-based descriptors articulate the skills that learners are likely to demonstrate in relation to the skills being assessed in the question. The levels represent the progression of these skills.
- When using a levels-based mark scheme, the 'best fit' approach should be used.
- Examiners should first make a holistic judgement on which band most closely matches learners' response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the level descriptor, and will

be modified according to how securely all traits are displayed at that band.

BTEC Next Generation Mark Scheme - Unit 2 - June 2022

Section A

Question Number	Answer	Mark
1	C- Washing machine	(1)

Question Number	Answer	Mark
2	D- Consumer	(1)

Question Number	Answer	Mark
3	B- Behavioural	(1)

Question Number	Answer	Mark
4	A- To provide for basic needs	(1)

Question Number	Answer	Mark
5	B- Personality characteristics	(1)

Question Number	Answer	Mark
6	Award one mark for stating a marketing objective to help with customer loyalty. • Improve customer satisfaction (1) • Build/increase brand awareness and loyalty (1) • Develop/launch new goods and services (1) • Achieve customer retention (1) • Enhance customer relationships (1) • Understand the wants/needs/aspirations of customers (1) • Gain an advantage over competitors (1) • Encourage digital engagement (1) • To effectively communicate (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
7	Award one mark for the giving each suitable example of guerrilla marketing, up to a maximum two marks. • Pop-up adverts (1) • Interactive advertisements (1) • Street marketing ads in unconventional places (1) • Projections on to buildings (1) • Use of street art/graffiti (1) • Midnight walks (1) • 3D effects on billboards (1) • Flash mobs (1) • Use of mascot/costumes (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
8	Award one mark for the identification of each reason, up to a maximum two marks. • To ensure that the business is focused on gaining/supporting new customers due to the expansion (1) • To provide information internally about the new tracks (1) • To build a reputation as a leading driving experience business (1) • To build relationships with new customers living closer to other tracks (1) • To inform customers about new tracks available (1) • To raise awareness of the brand/improve brand recognition (1) • To increase interest/attention/advertise/promote new offer (1) • To ensure the business maintains relevance during and after expansion (1) • To adapt to meet the wants and needs of new customers (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
9	Award one mark for the identification of a relevant emotional benefit and one mark for an appropriate linked expansion, up to a maximum two marks. • To make the child feel safe (1) so they worry less about falling off/as it protects their head from injury (1) • To make the parents feel happy (1) that the child is safe from injury (1) • To make the child feel secure(1) so they are able to take more risks/be more confident (1) • Make the child feel amused/happy (1) to have their favourite cartoon on the helmet (1) NB do not award functional benefits of the helmet, e.g. 'to protect your head'. Accept any other appropriate response.	(2)

Question Number	Answer	Mark
10	Award one mark for each appropriate identification of a way it adapts marketing and one mark for an appropriate linked expansion, up to a maximum four marks. • Focus on unique features/USP of each product (1) as customers are aware of most of the features of SMART TVs (1) • Use website to highlight features of specifications of TVs (1) to enable customers to find out about products from home (1) • Offer limited amount of information at point of sale (1) and offer more detailed information when required (1) • Keep information simple (1) so that customers do not have too much information to consider (1)_ • Short advertisements (1) as they will not be interested enough to watch long adverts (1)	(4)

	Allow customers to test the product before purchase (1) to allow decision on whether it meets their needs (1) Accept any other appropriate response.	
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Question Number	Answer	Mark
11	- Award one mark for each appropriate identification of an advantage, and up to two marks for an appropriate linked expansion for each one, up to a maximum six marks. - Enabling more sales (1) as can be open longer (1) stores will close but its digital sales can happen 24 hours a day, 7 days a week (1) - Saves money on overheads/business expenses (1) as rents in city centre locations where stores often locate (1) are more expensive than warehouse locations (1) - Customers can make informed decisions (1) if extensive information can be provided online about each laptop bag (1) so that customers can find out which best meets their needs (1) - Helping to increase sales revenue (1) as people who live far from Laptop Luxury Bags can order (1) increasing the number of potential customers (1) - Takes less time to change prices (1) as these could only need to be made on the website rather than on physical stock (1) so more dynamic pricing can be used (1) - Customers can make informed decisions (1) if extensive information can be provided online about each laptop bag (1) so that customers can find out which best meets their needs (1)	(6)

	• No utility bills to pay (1) leading to mor profits generated (1) and more funds available to reinvest (1) • More sales (1) as demographic of customer who buys a laptop bag (1) may not have time to shop in person (1) Accept any other appropriate response. NB Do not award advantages to customers e.g. 'easier to use'.	
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Section B

Question Number	Answer	Mark
12	D- Extensive decision making	(1)

Question Number	Answer	Mark
13	Award one mark for the identification of an intangible service. • Security services (1) • Protection of sports stadia (1) • Protection of airports (1) • Complete airspace security (1) • Software used to record/track/detect drones (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
14	Award one mark for the identification of each source, up to a maximum two marks. • Market share data (1) • Sales data (1) • Profit records (1) • Forecasts (1) • Questionnaires/survey results (1) • Government statistics (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
15	Award one mark for giving examples of useful information, up to a maximum two marks. • Financial information on competitors (1) • Strengths/weakness of the competitor (1) • Information on the relative success of products (1)	(2)

	• Future plans/priorities/services (1) • Competitors aims/objectives/mission (1) • Competitors ownership/model/structure (1) • Range of products/services available (1) • Unique selling point (1) • Successful marketing strategies (1) Accept any other appropriate response.	
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Question Number	Answer	Mark
16a	Award one mark for the identification of an advantage and one mark for an appropriate linked expansion, up to a maximum two marks. • So products can be developed that meet managers' needs (1) as you can find out the security concerns of managers (1) • So that the business can maintain its strengths (1) that the airport managers identifies/features of the products they like (1) • Helps it to understand the opinions/feelings/motivations/build loyalty/trust of airport staff (1) as <i>Drone Protect UK Ltd</i> obtains qualitative data (1) • Adaptations/improvements can be made to meet the needs of managers (1) as they identify what they don't like about services offered (1) • You can find out further information (1) by asking follow-up questions (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
16b	Award one mark for the identification of a disadvantage and one mark for an appropriate linked expansion, up to a maximum two marks. • Time consuming (1) as you will need to meet the airport manager and write up detailed notes (1) • Off topic discussions can happen (1) which is unhelpful to developing marketing strategy (1) • There is a small sample size (1) which may mean the results are not representative (1) • Harder to generalise information (1) as charts and tables cannot easily be generated (1) • Hard to measure results (1) as the results are qualitative (1) • Biased (1) as they have an interest in ensuring the airport is seen to already have good security (1) • Airport managers may not be willing (1) as they do not have the time/they are very busy/ holiday seasons etc (1) Accept any other appropriate response.	(2)

Question Number	Answer	Mark
17	Award one mark for each appropriate identification of a reason and one mark for an appropriate linked expansion for each one, up to a maximum of four marks. • To find the supplier offering the highest quality components/materials/construction (1) to ensure that the equipment supplied is reliable/is value for money(1) • To understand the reliability of each supplier (1) to ensure <i>Drone Protect UK Ltd</i> can depend on them to deliver on time (1)	(4)

	• To ensure they are offering supplies at a competitive price (1) to ensure <i>Drone Protect UK Ltd</i> minimise costs/or whether they need to find cheaper alternatives (1) • To ensure all the supplies are produced ethically/to understand the history of the supplier (1) to avoid bad publicity/impact on reputation (1) • To ensure components are made to UK or agreed standards (ISO) (1) and are compatible with other components/ otherwise there will be lack of security (1) • To ensure the supplier is able to supply enough stock (1) as the data shows an increase in drone use (1)_ Accept any other appropriate response.	
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Question Number	Indicative Content	Mark
18	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. • Event marketing is a promotional method that normally involves face-to-face contact between companies and their customers at special events • This could include concerts, fairs and in the case of <i>Drone Protect UK Ltd</i> a sporting event • Helps to reach customers and to demonstrate the product in action • In the case of <i>Drone Protect UK Ltd</i> they will show one of the elements of its service, which is netting the drone • It does not just offer information but the opportunity to see the service in action • Traditional advertising is seen by large numbers but event marketing can be more targeted • The event can be recorded and shared on social media in a targeted way to airports and stadia owners	(9)

	• The event will be memorable with the action of capturing the drone and then the light show • This should generate a buzz/increased interest in press and social media about the business • Although large numbers will be watching it does not target airport managers/although sports stadia owners are likely to be attending or watching • The planned event could go wrong- the net could miss or the light show fail, which could damage the brands reputation • It is not 100% guaranteed to go as planned and demonstration may fail damaging the reputation of the business • <i>Drone Protect UK Ltd</i> targets businesses and many watching the event will not be the target audience of the business/the target audience is too wide and not specific enough • Work would need to be done with the broadcaster to ensure it is not missed due to a break in the sporting event/careful TV scheduling is needed to ensure maximum coverage Conclusion: Cost-benefit analysis will determine if the extra sales revenue expected actually exceeds the investment/costs of running the event. It is important to ensure that the event is successful with the netting and light show working when live. The follow-up using the footage later will enable more targeted promotions.	
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Mark scheme (award up to 9 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level		Descriptor
Level 0	0 marks	No rewardable material
Level 1	1-3marks	• Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question (AO3) • Demonstrates basic application of knowledge and understanding relevant to the context of the question (AO2)

		Displays a basic assessment which considers a few of the factors or events and their relative importance, leading to a conclusion which is superficial or unsupported (AO4)
Level 2	4-6marks	- Breaks the situation down into component parts and some of the points made will be relevant to the context in the question (AO3) - Demonstrates some application of knowledge and understanding relevant to the context of the question (AO2) - Displays a partially developed assessment which considers some of the factors or events and their relative importance leading to a partially supported conclusion where needed (AO4)
Level 3	7-9marks	- Breaks the situation down into component parts and most of the points made will be relevant to the context in the question (AO3) - Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question (AO2) - Displays a well-developed and logical assessment which clearly considers the factors or events and their relative importance leading to a supported conclusion where needed (AO4)

Section C

Question Number	Answer	Mark
19	B- Aesthetics	(1)

Question Number	Answer	Mark
20	Award one mark for the identification of accurate market type. • Business to consumer/customer/B2C (1) • For profit (1) • Niche market (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
21	Award one mark for the identification of how the marketing objective is time-bound. • By the end of the year 2022 (1) • It states 2022 (1) • It has a deadline by when the sales revenue needs to be achieved (1) • The marketing objective has a date/deadline (1) Accept any other appropriate response.	(1)

Question Number	Answer	Mark
22	Award one mark for the identification of the action and one mark for an appropriate linked expansion, up to a maximum two marks. • Stars require marketing spending (1) to maintain their market dominant position (1) • Need to closely monitor competitors actions (1) as competitors are attracted by high profits in the market (1) • Invest heavily in advertising budgets (1) to help maintain the dominant market position/avoid it becoming a problem child (1)	(2)

	Innovate/adapt product e.g. digital apps to support equipment/ social media videos (1) to ensure customers continue to purchase (1) Accept any other appropriate response.	
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Question Number	Answer	Mark
23a	Award one mark for the identification of a benefit of producing the market map and one mark for an appropriate linked expansion, up to a maximum two marks. - It helps the business identify profitable gaps in the market (1) so it will identify that no brand currently occupies the high price premium quality part of the market (1) - The market map helps identify that product C is offered at a lower price and is a higher quality than the Plug and Play Recording Studio (1) so <i>KRS Music</i> may wish to offer a lower price/offer higher quality components (1) - It will be able to identify that low price/high quality position of the map will be unprofitable (1) as higher costs will lead to small profit margins (1) - It will be able to identify that a low quality/high price position will be unprofitable (1) as customers may be disappointed with the quality they receive/ will not be retained/stay loyal/purchase again (1) Accept any other appropriate response.	(2)

Question Number	Indicative Content	Mark
23 b	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. Advantages • It will help to identify potential opportunities that can be exploited • It will help to identify potential threats that can be avoided/minimised • Knowing politicians are investigating streaming providers for not paying enough to musicians suggests this may lead to larger payments in future. This may see more profits in recording music attracting more to buy home recording studios • With rising unemployment, offering higher/ premium prices may be less successful • With people spending more time on the internet at their computer people are more comfortable using technology so would be open to using devices and software Disadvantages • The research takes time to conduct, which is time that cannot be used for doing other work in the business • The research requires staff, which adds to the costs of the business • The data collected can be out of date quickly • The research will need to be conducted regularly to ensure it reflects the current market situation • This is a partial analysis and no research into Technology, Environmental or Legal has been completed	(6)
Mark scheme (award up to 6 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.		

Level		Descriptor
Level 0	0marks	No rewardable material
Level 1	1-2 marks	- Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question (AO3) - Demonstrates basic application of knowledge and understanding relevant to the context of the question (AO2)
Level 2	3-4 marks	- Breaks the situation down into component parts and some of the points made will be relevant to the context in the question (AO3) - Demonstrates some application of knowledge and understanding relevant to the context of the question (AO2)
Level 3	5-6 marks	- Breaks the situation down into component parts and most of the points made will be relevant to the context in the question (AO3) - Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question (AO2)

Question Number	Indicative Content	Mark
24	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. i. To develop a new premium product Advantages - Gap exists in the market according to the market map - At present no product is provided at the premium-quality and by developing one offers a product not currently available - With a premium-quality product the business can charge a higher price - Sales of music have risen globally and in the UK home studio market by 10% and suggests increased interest in music so more scope for new products - More internet usage suggests people are more willing to be online, which is how they use KRS <i>Music's</i> products	(12)

	Disadvantages • Unemployment is rising, according to the PESTEL analysis, which means launching a premium product at a high price may be less successful • It will take time to develop this product- by which time competitors may develop similar premium-quality products • Research and development costs may be high and there is no guarantee a new product will sell enough to recover these costs • No guarantee the premium-quality brands will want to get involved with supplying parts to <i>KRS Music</i> ii. To further develop and innovate the existing 'Full Home Studio' Advantages • This is an extension strategy being used- prolonging the product life cycle • Minor changes to the product may be simple and enable the business to generate more sales revenue • One way to innovate is to address the weaknesses of the product, such as being complicated as requires technical knowledge to set up and use, requiring lots of parts and customer service • Perhaps online tutorials and clearer instructions and how to guides on how to set up and use will be simple ways to improve the product • Finding out what customers think the weaknesses are and focusing on these will help improve the product • Customer feedback on the strengths of the existing product could be incorporated into the innovative product. Disadvantages • The 'Full Home Studio' has low market share so it may be sensible to stop investing in the product • The 'Full Home Studio' required a lot of customer service and if this is still required will be expensive to offer	
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	• The 'Full Home Studio' requires lots of different parts and will be complex to put together • This product was first released in 2015 suggesting it is a mature or declining product and may need to be removed • This is older technology that may be becoming less popular/obsolete so may not be compatible with newer technology Conclusions • The development of a new premium product will increase costs significantly, but with the ability to charge a higher price will help generate improved profits • A lower risk strategy is to innovate, this will be less costly and can focus on the strengths of the existing model and improve on the weaknesses. It may cost less than the other option, but it depends on how much revenue increases and whether profit will be higher. However, the older technology may not be compatible with modern cutting-edge innovations. NB A learner is able to achieve Level 3 when they evaluate the suitability of one option.	
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Mark scheme (award up to 12 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level		Descriptor
Level 0	0 marks	No rewardable material
Level 1	1-4marks	• Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question (AO3) • Demonstrates basic application of knowledge and understanding relevant to the context of the question (AO2) • Displays a basic evaluation which considers a few of the different factors/events and competing points, leading to a conclusion which is superficial or unsupported (AO4)
Level 2	5-9 marks	• Breaks the situation down into component parts and some of the points made will be relevant to the context in the question (AO3)

		• Demonstrates some application of knowledge and understanding relevant to the context of the question (AO2) • Displays a partially developed evaluation which considers some of the different factors/events and competing points, leading to a conclusion that is partially supported (AO4)
Level 3	10-12 marks	• Breaks the situation down into component parts and most of the points made will be relevant to the context in the question (AO3) • Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question (AO2) • Displays a well-developed and logical evaluation which clearly considers the different factors/events and competing points in detail, leading to a conclusion that is well supported (AO4)



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